## ABSTRACT OF THE INVENTION

A system for web based development and exploitation of IP, with an innovator attraction module, a developer attraction module, a registration module, and a match module. The registration module is adapted to accept and store dated related to an innovator and the innovator's innovation in an innovation database, and the match module is adapted to match a registered innovation and innovator with a developer having stated requirements and resources for development.

A method of web based development and exploitation of IP with the following steps:

- a. attracting a plurality of innovators, each having at least one innovation;
- b. attracting at least one developer, the developer having stated requirements and verifiable resources for development of IP;
- c. registering innovation data related to an innovation in a database on a storage medium connected to an information network;
- d. registering developer data related to the developer's stated requirements and verifiable resources for development of IP in a database on a storage medium connected to the information network;
- e. making innovation data available to a developer and developer data available to at least one innovator.